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CLAIMS

What is Claimed Is:

1. A multifunctional hot spot apparatus comprising:

A set of processed or readable instructions storable on a retaining medium;

At least one hot spot defined by any communication with said instructions, and having a means for performing at least one of a plurality of predetermined functions, said hot spots being accessible from a globally accessible network;

Means, defined by said instructions, for selecting and activating at least one of said predetermined functions.

An apparatus as recited in claim 1, further comprising:
 Means for identifying said hot spots.

3. An apparatus as recited in claim 1, said predetermined functions comprising:

Means for identifying items available on a website for purchase.

4. An apparatus as recited in claim 1, said predetermined functions comprising:

Means for conducting an auction and receiving bids for the purchase of identified items.

5. An apparatus as recited in claim 1, said predetermined functions comprising:

Means for linking to at least one predetermine URL address when said hot spot is activated.

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- 6. An apparatus as recited in claim 1, further comprising a means for storing and retrieving digital media, said digital media having at lease one said hot spot defined therein.
- 5 7. An apparatus as recited in claim 1, wherein said predetermined functions comprises:

Means for calling a predetermined phone number when said hot spot is activated.

- 8. A means for accessing and activating digital media when said hot spot is activated.
- 9. An apparatus as recited in claim 1, wherein said predetermined functions comprises:

A means for communicating a website user with a digital media file having at least one said hot spot.

- 10. An apparatus as recited in claim 1, wherein said predetermined functions comprise:
- A voice recognition means for activating at least one of said predetermined functions based on the sound of the user's voice.
 - 11. An apparatus as recited in claim 1, wherein said hot spots reside on and are accessible from a digital video file.
 - 12. An apparatus as identified in claim 1, wherein said hot spot resides in and is accessible from an audio digital file.
- 13. An apparatus as recited in claim 1, wherein said hot spot resides in and is accessible from a digital media file.

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14. An apparatus as recited in claim 1, wherein said means for selecting and activating comprises:

A menu of identifiers in communication with said functions for identifying and providing access to said functions;

Said identifiers each corresponding to and being in communication with at least one of said predetermined functions, said identifiers having a means for activating a function when a corresponding identifier is activated.

15. An apparatus as recited in claim 1, wherein said predetermined functions comprise:

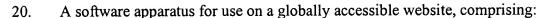
At least one globally accessible address that is accessible through a globally accessible network when said corresponding identifier is selected.

16. As recited in Claim 1, when said means for selecting and activating comprises:

At least one predetermined parameter that activates a corresponding function from said plurality of functions when said parameter is satisfied.

- 17. An apparatus as recited in Claim 16, wherein said at least one predetermined parameter comprises the reaching of a predetermined segment of a digital media file.
- 18. An apparatus as recited in Claim 17, further comprising a means for overwriting said parameter when a user selects at least one of said plurality of predetermined functions.
- An apparatus as recited in Claim 1, further comprising:
 Means for adding at least one additional function to a predetermined hot spot.

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A set of processed readable instructions stored on a tangible medium for creating and controlling at least one preidentified hot spot, said hot spot having a plurality of predetermined functions;

Said functions dictating the action taken by said hot spots when activated, said functions having means for accessing predetermined locations that are accessible from a globally accessible network;

Means for selecting and activating at least one function from said plurality of functions based on predetermined parameters, at least one of said predetermined parameters comprising a user originated input that selects and activates at least one function from said plurality of functions when said hot spot is activated.

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